

Abstract

Title: Marketing communications of Prague International Marathon Co., Ltd's Junior marathon.

Goal The goal of this work is a description and an evaluation of marketing communications of Prague International Marathon's Junior marathon and a proposal for an improvement of these communications.

Methods: Research method used in this paper is a qualitative method – descriptive case study, which was made according to an analysis of documents and text and a qualitative interview.

Results: The outcome of this paper are several suggestions on how to improve marketing communications. These suggestions were made based on the evaluation of the current communications.

Keywords: marketing, communication mix, promotion, running event